GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

GAD - First Take Media Private Limited, Mumbai - Sponsoring for replacement of display name boards for Government offices of Andhra Pradesh – Proposal – Permission – Accorded.

GENERAL ADMINISTRATION (POLL.A) DEPARTMENT

G.O.RT.No. 2464 Dated: 02-12-2016

Read the following:-

1) C.M.P. No. 2392/JS/2016, dated: 05.07.2016, from J.S. to C.M.
2) From Sri Madan Kapoor, Director, First Take Media Private Limited, Mumbai.

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ORDER:

In the reference 2nd read above, Sri Madan Kapoor, Director, First Take Media Private Limited, Mumbai, has submitted a proposal for sponsoring for replacement of existing "**Office Display Name Boards"** in the State of A.P. with the following:

a) Office Name Board with GoAP LOGO in a standard format in Both Telugu and English.
b) Andhra Pradesh Map for all Government Offices.
c) Photo of the Hon'ble Chief Minister of A.P. for all GovernmentOffices.
d) All Name boards with standard size and qualitymaterial.
e) Presentable Signage which are recognisable by thegeneral public.
f) Boards of the Government Offices to be replaced at free of cost with no financial burden for their maintenance.

2) The Government after careful examination of the matter decided to accord permission to M/s First Take Media Private Limited Mumbai and Vijayawada with following terms and conditions:

(i) To provide Hon'ble C.M.'s Photograph, Map of Andhra Pradesh in the Offices. Two (2) Office Name Boards (in Telugu & English) for Government Offices that is replacement of one board as it is on the main office building and second board against permission to utilize with 30% space for sponsoring agency to be displayed within the office campus.

(ii) The arches/gantries and Village Welcome Boards shall be erected without any space for Sponsoring Agency. Erected Sponsor Logo separately.

(iii) The proposal does not involve any financial outcome from the Government.

(iv) The District Collectors are authorized to **fix the Rental Tax on the space utilized on the Boards by the Sponsoring Agency.**

(v) The proponent to pay the **Sponsor Logo Advertisement Tax** as applicable in respective local bodies.

(vi) The proponent shall undertake maintenance for a period of **Five (05) Years** and if required , replace the damaged boards due to any cyclone/any other calamities, with all responsibilities with **free of cost**.

(P.T.O.)

(vii) In the newly erected boards, in future, if required, the proponent shall carryout change of matter viz., pictures, logos etc., with free of cost.

(viii) Proponent shall take prior approval of the District Collector for the contents and specifications of the Name Boards, Sponsor Logos, Quality of Maps and Photographs before erection.

(ix) Yearly appraisal on the status of the Boards, Maps and Photographs shall be communicated by the proponent to the Government.

(x) Permission issued by District Collectors may be terminated at any time without notice, if any deviation or violation noticed at any time during the period of permit.

3. M/s. First Take Media Private Limited, Mumbai & Vijayawada shall follow all the conditions mentioned in the above permit.

4. All the District Collectors are requested to take necessary action.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

SRIKANT NAGULAPALLI
SECRETARY TO GOVERNMENT (POLITICAL)

To
M/S First Take Media Private Limited
Mumbai & Vijayawada
Vijayawada Address:
Door No.54-15-1, II Floor, Near Yalamanchili Complex
Ring Road, VIJAYAWADA - 520008
Copy to:
All the District Collectors in A.P.State.

//FORWARDED :: BY ORDER//

SECTION OFFICER